

**REMARKS**

Claims 1-23 were rejected under 35 USC 102(e) as being anticipated by US Patent 6,160,570 to Sitnik ("Sitnik"). These claims include independent Claims 1, 11, 20, and 21, each of which has been amended to more precisely claim the subject matter Applicants regard as their invention. In particular, each of these independent claims now specifies that "the advertising frame information includes annotated information associated with the images" of the image contents. In this regard, see also amended Claim 4, which specifies that "the associated annotated information is incorporated into the images themselves" and amended Claim 5, which specifies that "the associated annotated information is managed separately as data that are not incorporated into the images". Support for these amendments can be found on pp. 25-27 of the application as filed, for example. These amendments clearly distinguish Sitnik—note that annotated information *per se* (e.g., metadata) should not be confused with the visual images seen by the public when watching the broadcasted advertisement.

Claims 24-32 were rejected under 35 USC 103(a) as being unpatentable over Sitnik in view of US Patent 6,023,686 to Brown ("Brown"). Applicants disagree with this rejection. First, Brown is directed to a bidding session "to accumulate a collective bid for a property" (see Abstract of Brown). Brown is directed to tangible property, and Applicants do not believe that the "property" of Brown can be reasonably construed to include an advertising slot in a TV program or the like. Furthermore, Brown teaches a method in which

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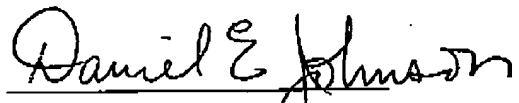
a bid entry form includes a graphical picture (see Figure 6 of Brown) of a tangible physical property to be auctioned. This is really quite different than presenting to a customer dynamic image contents that can later be modified to suit the customer's advertising preferences. Therefore, combining Brown and Sitnik does not result in Applicants' invention.

Claim 33 has been added and depends from Claim 24. This newly added claim specifies that "the image contents include images and the advertising frame information includes annotated information associated with the images".

The Examiner is invited to call the undersigned if a telephone conference will expedite the prosecution of this application.

Respectfully submitted,

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